

Announcing



SAFEST and BEST

FROM now on, the Standard Oil Company of New York's best grade of refined oil will be sold by name—SOCONY (So-CO-ny) Kerosene Oil.

It was the Standard Oil Company which was responsible for making kerosene a safe and reliable fuel in the early days of the petroleum industry.

Today SOCONY, which is the trademarked name we have given to our best grade of kerosene, represents the last word in the refining of kerosene oil.

All kerosene is not alike by any means. And the good kind is enough better to be decidedly worth asking for. If you want the most heat from your stoves and heaters, most light from your lamps and lanterns, with complete freedom from smoke and odor, order SOCONY Kerosene by name.

Dealers who carry genuine SOCONY Kerosene Oil display the SOCONY sign in their windows. Look for this sign. It is the sign of quality and the world's best kerosene.

STANDARD OIL COMPANY OF NEW YORK
 New York-Buffalo -Principal Offices- Albany-Boston